

Nursepreneur Education on Nurse Communication in Vocational High Schools

 Triana Mirasari^{1*},  Farid Talango²,  Adriana Mardiah³

^{1,2,3}STIKes Mitra Husada Karanganyar

Jawa Tengah, Indonesia

✉ ariantomira@gmail.com*



Article Information:

Received January 11, 2025

Revised February 08, 2025

Accepted February 17, 2025

Keywords:

Education; Nursepreneur;
Nurse Communication

Abstract

A strong nursepreneur is able to work independently, has a vision, is creative, and dares to take risks. Nurse communication is the foundation for the success of a nurse's dual role. The aim of this community service is to improve the quality of knowledge services provided as an important role in the success and growth of the rescue business. The aspect measured is increased knowledge. Service is carried out by providing education to students. Before providing education, it was carried out by giving a pre-test questionnaire and interviews with the results of students' knowledge regarding nursepreneurs regarding nurse communication was lacking and after providing education a post-test was given with the results of students' knowledge increasing. 60 vocational school students from the nursing skills program participated in this educational event enthusiastically paying attention to PPTs, leaflets, lectures and discussions for 45 minutes. The results of this service show an increase in students' knowledge by actively participating with the resource persons. The conclusion of this service is that nurse communication is the first step for novice nursepreneurs as nursepreneurs in the world of very tight economic competition. Therefore, schools should provide good student communication practice laboratories.

A. Introduction

Mindset defines how a nurse thinks, speaks, and acts. Mindset defines every vocabulary uttered. Most nurses do not have the mindset of a businessperson. While the number of nurse graduates continues to increase all the time, it is often not matched by the increase in job opportunities. According to the Head of the National Agency for the Placement and Protection of Indonesian Workers, at least 28,000 nurse graduates are unemployed every year.

From the results of the initial survey with 40 students, it was found that 37 students were unable to communicate with prospective patients and there were 3 students who could communicate well. This is because the 37 students lacked confidence in explaining things that prospective patients needed. If this is not handled, this will result in a nurse not being able to communicate well. The problem is that the school is not yet fully able to facilitate communication practice laboratories related to nursepreneurs.

The community service team provides nursepreneur education on nurse communication so that students better understand the relationship between this matter, which can be turned into a nursing business. So that students become more confident in carrying out nursing communication. This service is a follow-up to the results of research entitled The Influence of Entrepreneurship on Increasing Nursepreneur Knowledge in students which simultaneously produces hypotheses with a significant effect of 0.001 with a percentage level of 40.3%. Research on nursepreneur knowledge is often carried out on nursing students, but during this service it was carried out on students in nursing skills programs as early education. This education can

be implied when students understand and practice good communication methods with patients as clients in school practice laboratories as the basis for nursepreneurs.

Nursepreneur is a nurse who enters the world of business which is oriented towards problem-solving business in the world of nursing in order to seek financial gain (Nursanti et al., 2024; Rejeki et al., 2023). Caring is the type of relationship and transaction necessary between the giver and recipient of care to enhance and protect the client as a person, thereby influencing the client's ability to heal. Caring and nursing are two main domains that cannot be separated in every life in society. Caring is not merely a behavior/attitude, but focuses on all activities carried out by nurses when carrying out their nursing functions. In relation to nursepreneurship, everything regarding activities carried out by nursepreneurs that integrate nursing values in running their business, caring is a mental trait and characteristic that a nursepreneur must have. Thus, the caring behavior displayed by a nursepreneur will influence client satisfaction so that it will generate profits for the business being run (Isnina et al., 2023; İspir et al., 2019).

Nursing communication aimed at nursepreneurs needs to focus on how communication skills can support the success of the nursing business. Good communication is the foundation of success in the dual role of nurse and entrepreneur. This not only improves the quality of care provided, but also plays a vital role in the success and growth of a nursing business (Sibiya, 2018; Smith et al., 2018).

Nursepreneurs cannot be separated from the caring and communication of nurses because these two things are very important and interrelated (Srinadi et al., 2022). Communication is a basic component of relationships between humans and includes the exchange of information, feelings, thoughts and behavior between two or more people (Fowler et al., 2021). Communication has two purposes, namely to exchange information and influence other people. For this reason, a professional nurse always uses nursing communication as a basis for providing health services, including as a nursepreneur.

Thus, there is an obligation for related parties to provide understanding and knowledge to vocational school nursing students about how important it is to increase students' knowledge about nursepreneurs regarding nurse communication. Based on this identification, there will be follow-up from universities to provide understanding to vocational school nursing students regarding nursepreneurship regarding nurse communication from an early age. The form of activity is education involving lecturers from the Bachelor of Nursing study program and Ners STIKes Mitra Husada Karanganyar professional education.

Bintang Nusantara Karanganyar Vocational School is a vocational school that has the most students with nursing skills programs in Karanganyar Regency, Central Java Province but does not yet have entrepreneurship subjects as the foundation for nursepreneurs. These students have a variety of abilities and complex problems. From the results of surveys and interviews, there are still many students who do not understand the importance of good nurse communication as the foundation for nursepreneur success. Nursepreneur's lack of education regarding nurse communication is an obstacle. Increasing nursepreneurs' knowledge of nurse communication since vocational school can help reduce the unemployment rate of nurse graduates as independent individuals, so that the aim of this community service is to increase knowledge of the quality of services provided as an important role in the success and growth of the nursing business.

B. Methods

This activity is aimed at vocational school students with a nursing skills program, participants are class XI students at SMK Bintang Nusantara Karanganyar, a nursing skills program with a population of 60 students. The variable measured was nursepreneur's knowledge of nurse communication. This service uses data processing methods by providing Health Education. After that the results were measured and it turned out that there was an increase in nursepreneur's knowledge of nurse communication. So that this activity of providing education to students can be carried out effectively and well, it will be carried out on Friday, August 30 2024 starting at 08.00 until finished in the next 45 minutes. Education is held in the classroom. The team provides notifications about the days and times of education through local student teachers, directly and via WhatsApp. Coordinate with other teams regarding the types of services to be provided. On the day of the community service, before providing education related to nursepreneur regarding nurse communication to vocational school students in the nursing skills program, the implementation team delivered a pre-test questionnaire with the results that the students' knowledge regarding nursepreneur regarding nurse communication was lacking and after providing the education the students were given a post-test questionnaire with the results of the student's knowledge increasing. The method of implementing community service is carried out by providing education in lectures to students and using PPT and leaflet

media. After the education was carried out, the community service team motivated and discussed with the students, increasing the students' knowledge and understanding in order to train good nurse communication to support the implementation of nursepreneurship later.

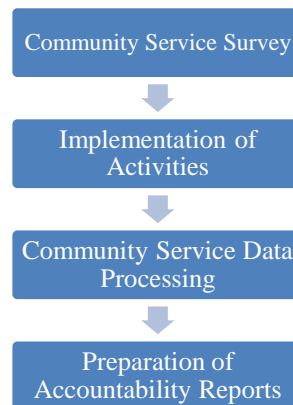


Figure 1. Activity Flow Diagram

C. Result and Discussion

These students have a variety of abilities and complex problems. From the results of surveys and interviews, there are still many students who do not understand the importance of good nurse communication as the foundation for nursepreneur success. From the results of the community service carried out, it can be seen that the efforts made by the school are in learning several subjects, including nurse communication subjects which have not been integrated with nursepreneur.

Based on the results of the discussions that developed, information was obtained that the aim of making students into independent individuals was indeed an important priority for the Bintang Nusantara Vocational School Karanganyar nursing skills program. However, based on existing data, there are alumni who continue their education with different study programs because they are looking for wider job opportunities than as a nurse. This was confirmed by the STIKes Mitra Husada Karanganyar community who explained that this problem was due to a lack of understanding about nursepreneurs to open the mindset of nurses in the field of entrepreneurship. Nurse communication is one of the subjects at the vocational school which is the basis for good communication in implementing as a successful nursepreneur.

The implementation of community service activities is educational. This educational activity for students is carried out through four stages which include, (1) fact gathering, namely collecting and getting to know the social problems faced in the field. (2) Identification of participants (students). (3) Action and communication/implementation of education, namely two-way communication and implementation of planned programs. (4) Evaluation of educational results, namely to measure whether the objectives determined during the activity have been implemented as planned. The educational activity was attended by 60 students. The educational implementation stage begins with giving a pre-test then continues with the presentation of material by the resource person. After the presentation of the material was complete, it was continued with an in-depth discussion regarding nurse communication as the foundation of good communication in nursepreneurship. The material presented in this education is the importance of entrepreneurship in the world of nursing, nursepreneur and nurse communication. After the discussion activity, the resource person provided direction and motivation for the students to increase their knowledge and understanding in order to practice good nurse communication as a support for successful nursepreneur implementation later. At the end of the education, participants underwent a post-test as evaluation material for this activity.

Changes in increasing knowledge based on educational results can be seen through sessions providing material and discussions regarding nursepreneurs on nurse communication. The students participated actively, especially in discussion sessions with resource persons. This is a form of mental attitude of the nursepreneur character towards nurse communication which can be implemented as an initial form of becoming a nurse entrepreneur in him. The resource person carried out this activity by implementing strategies through the presentation of material oriented towards psychoeducation. With the assistance of resource persons in this activity, the nursepreneur education discussion on nurse communication becomes

more communicative and easy to understand so that students can know well what to do in communicating as a nursepreneur.



Figure 1. When explaining the material



Figure 2. When students discuss after explaining the material

The increase in knowledge after being given education shows that the material that has been given to participants has proven capable and useful in supporting students regarding nursepreneurship. This can also be proven by the results of qualitative evaluations through interviews which state that several students reported an increase in their confidence in answering. Before carrying out community service in the form of educational activities at Bintang Nusantara Vocational School, Karanganyar, the community service team made various thorough preparations. One way is to prepare various materials about nursepreneurs regarding nurse communication. The preparations made to carry out this educational activity are aimed at ensuring that the educational implementation process runs well and smoothly according to plan. Apart from that, preparation is also included in the stages of these educational activities. There are various forms of preparation carried out by the community service team, the earliest preparation carried out before implementation is discussing the material they want to educate the students as participants. Our group's community service team discussed nursepreneurs regarding nurse communication so our team first looked for literature or references.

In line with the opinion of [Sutrisno et al. \(2015\)](#), entrepreneurship or entrepreneur is conceptually included in the career development of the role and function of nurses. Nurses do not always have to be in health services. More than that, nurses can also create their own jobs through entrepreneurship, where the perpetrators are then called Nursepreneurs or EntrepreNurse, namely a nurse entrepreneur who enters the world of problem-solving business oriented in the world of nursing in order to seek financial gain. A strong nursepreneur is able to function independently, has a vision, is creative, and dares to take risks. Manifestations of the caring mental traits and characteristics possessed by a nursepreneur are compassion, competence, confidence, conscience and commitment ([Lim et al., 2021](#); [Srinadi et al., 2022](#)).

Meanwhile, the impact of effective communication is how good communication can improve the quality of care, patient satisfaction and the success of the nursing business ([Lotfi et al., 2019](#)). Nursing communication in the context of nursepreneur has a very important role, both in providing quality services and in developing and maintaining a business ([Gardim et al., 2024](#)). The main aspects of nursing communication that are relevant for a nursepreneur are building relationships with patients, effective communication within a team, communication with patient families, marketing and branding communications, negotiations and partnerships, ethics in communication, as well as self-development and professionalism ([Burgener, 2020](#)).

Good communication is the foundation of success in the dual role of nurse and entrepreneur ([Richardson et al., 2023](#)). This not only improves the quality of care provided, but also plays a vital role in the success and growth of a nursing business. A nurse has a noble job. Hopefully the role of a nurse will not only appear in hospitals or other health institutions, but outside of that it can still be useful for people in need ([Noyumala, 2020](#)).

Material for implementing community service activities was provided by the Community Service Team. The result of implementing this activity is that there is an increase in students' knowledge regarding nursepreneurship regarding nurse communication. This shows that the education provided is effective. The assumption that the community service team wants to formulate is that when students are equipped with the skills or knowledge of nurse communication, this can be used as a foundation for carrying out activities as nursepreneurs. One of the goals of nursepreneur is to increase students' knowledge so that they become

independent people. Thus, the community service team from STIKes Mitra Husada Karanganyar felt the need to carry out this service activity. The community service team and resource persons who came from nursing lecturers from STIKes Mitra Husada Karanganyar tried to dig up information by holding discussions with students, teachers and related elements so that there were several things related to nursepreneurs regarding nurse communication. These implications can be applied when students understand and practice good communication methods with patients as clients in school practice laboratories. So the limitation is that students cannot communicate well with actual patients. Therefore, it is recommended that during the internship, students are exposed to the field so that they can interact directly with patients as clients, so that students' mentality is formed for the basic capital as a nursepreneur. The school is expected to be able to support the implementation of internships for its students by finding internships that suit their needs.

D. Conclusion

A nursepreneur is a nurse who enters the world of business that is oriented towards problem-solving business in the world of nursing in order to seek financial gain. Nursepreneurs cannot be separated from the caring and communication of nurses because these two things are very important and interrelated. Communication is a basic component of human relationships and includes the exchange of information, feelings, thoughts and behavior between two or more people. Communication has two purposes, namely to exchange information and influence other people. For this reason, a professional nurse always uses nursing communication as a basis for providing health services, including as a nursepreneur. Vocational school students are the young generation who are expected to become independent people with the basic capital of abilities and education they have achieved from an early age. For this reason, vocational school students must be given education in understanding and knowledge about nursepreneurs regarding nurse communication. After being given nursepreneur education regarding nurse communication, students experienced increased knowledge and became more enthusiastic about carrying out nurse communication well as an important role in the success and growth of the nursing business so that the goals of this service were achieved. Suggestions that need to be followed up by schools are to always support practical laboratory facilities and internships that suit students' needs.

E. Acknowledgement

Thank you to STIKes Mitra Husada Karanganyar for providing facilities for implementing Community Service, to the teachers of SMK Bintang Nusantara Karanganyar for their assistance and to the respondent students who took part in this community service. As well as all related teams that we cannot mention one by one.

References

- Burgener, A. M. (2020). Enhancing communication to improve patient safety and to increase patient satisfaction. *Health Care Manager*, 39(3), 128–132. <https://doi.org/10.1097/HCM.0000000000000298>
- Fowler, K. R., Robbins, L. K., & Lucero, A. (2021). Nurse manager communication and outcomes for nursing: An integrative review. *Journal of Nursing Management*, 29(6), 1486–1495. <https://doi.org/10.1111/jonm.13324>
- Gardim, L., Mendes, I. A. C., Bernardes, A., Almeida, M. dos S., Sciasci, N. G., Pereira, M. C. A., & Araújo, A. A. C. (2024). Challenging the status quo through nursing entrepreneurship education: A scoping review. *Nurse Education Today*, 141(June 2024), 106310 Contents. <https://doi.org/10.1016/j.nedt.2024.106310>
- Isnina, F., Syafiq, A. N., & Purnaningtyas, W. (2023). Pengaruh Pentingnya Mata Kuliah Nursepreneurship Dalam Menumbuhkan Motivasi Berwirausaha Mahasiswa D3 Keperawatan Semester 4 Tahun 2023 Universitas Muhammadiyah Kudus. *Jurnal Edukapreneur Sains Dan Humaniora*, 2(1), 1–11. [Google Scholar](https://doi.org/10.1016/j.nedt.2019.05.017)
- İspir, Ö., Elibol, E., & Sönmez, B. (2019). The relationship of personality traits and entrepreneurship tendencies with career adaptability of nursing students. *Nurse Education Today*, 79(July 2018), 41–47. <https://doi.org/10.1016/j.nedt.2019.05.017>

